

place.



HIREABILITY
SEPTEMBER 24, 2021
BRAND DEVELOPMENT



Today's Goals:

1. Review how we arrived at a new consumer-facing brand for the Department of Vocational Rehabilitation.
2. Show how the new brand will be rolled out and supported by collateral and media outreach.

The Process

How DVR Transformed into HireAbility Vermont

The Brand Development Process

Brand Focus Workshop with Core Team Members

Decided to Remove “Rehabilitation” from Brand Name

Went through a Brand Naming + Positioning Process

Developing Core Assets to Assist Your Teams

Supporting the New Brand with Media in Early 2022

IMPORTANT

DVR is still the Department of Vocational Rehabilitation.
We developed a new consumer-facing brand with DVR.

The New Brand



STATE OF VERMONT DIVISION OF VOCATIONAL REHABILITATION





WHERE ABILITY MEETS OPPORTUNITY

Elevating what Vermonters with disabilities
and employers can achieve together.



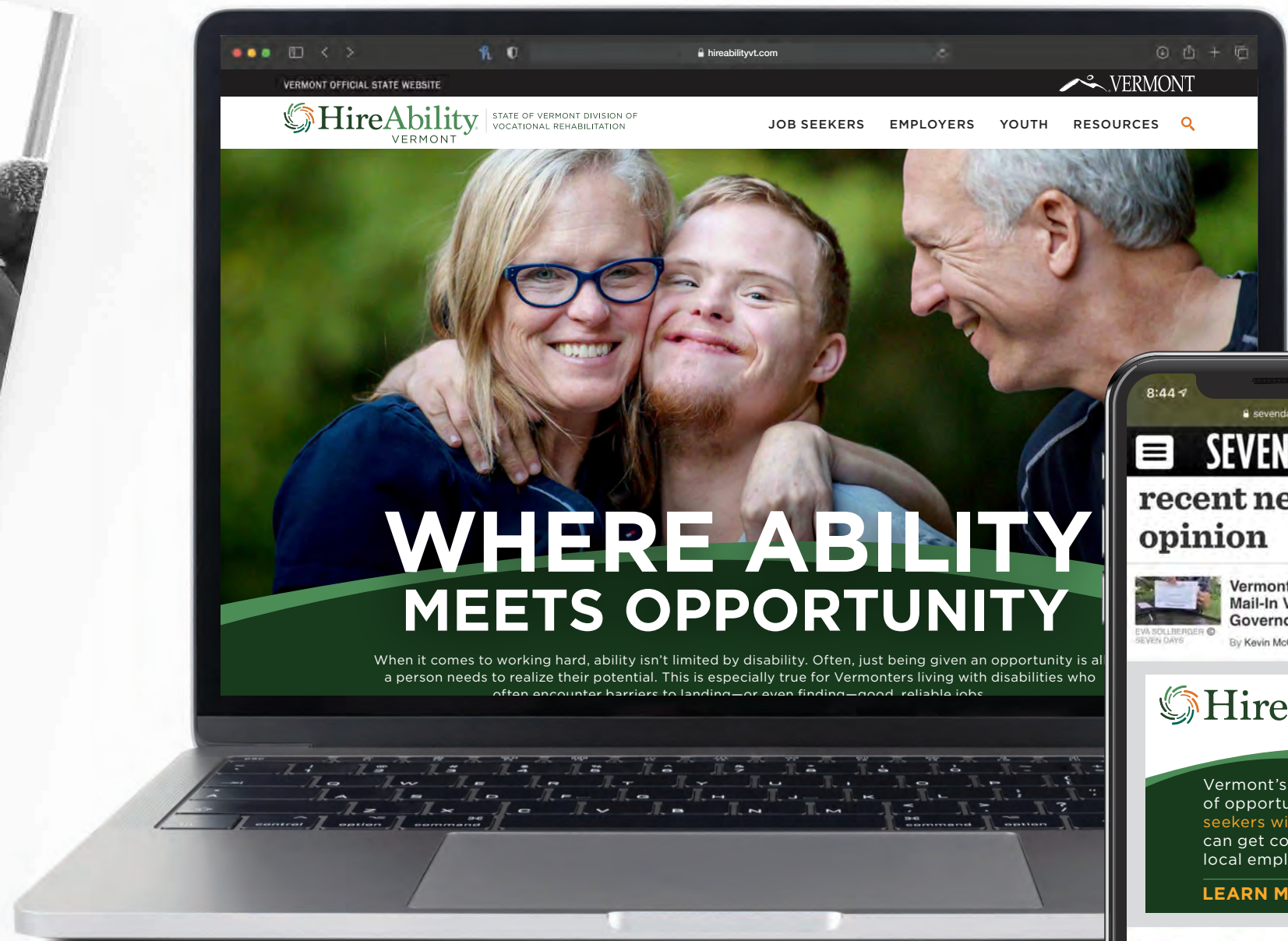
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I actually don't
know the word to
describe that feeling.
It's indescribable.

SEFAKOR KOMABU-POMEYIE



Upcoming Collateral

to help you effectively reach more consumers

The Tools You Need to Make Connections

ADULT MATERIALS	YOUTH MATERIALS	EMPLOYER MATERIALS	GENERAL MATERIALS	
Double-Sided Program Sheet	Double-Sided Program Sheet (Youth)	Tri-Fold Leave Behind Brochure	HireAbility Vermont Website	:30 Broadcast Commercial
:60 Program Overview Video	Double-Sided Program Sheet (Parent)	Employment Types Leave Behind (PDF)	Progressive Education Handout	Social Media Templates
	:60 Youth Summer Video (Lake Monsters)	:60 Program Overview Video	Career Assessment Handout	Work Incentive Program Handout
	:60 Youth Summer Video (Killington)		Deaf and Hard of Hearing Handout	Summer Career Exploration Handout
	:30 Animated Youth Video		PowerPoint Template	Progressive Employment Handout
	2:00 Program Benefits Video (Parents, Staff)		Brand Guidelines	

2022 Media Plan

Let Vermont know what HireAbility Vermont is and how it helps connect consumers with disabilities to exciting opportunities

HireAbility Campaign Launches Jan - Mar 2022

Broadcast Commercials Run Across the State

Facebook and Instagram Advertising

Display Advertising Across Popular Websites

YouTube Pre-Roll Video (Contextual Targeting)

Vermont-Based Public Relations Campaign

Questions?

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